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**Marketing to Todays Distracted Consumer**

**By Lee Traupel**

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The average person today is exposed to a never–ending deluge of 1,700 marketing messages during a single 24–hour period. Look around you, we marketers have pasted, integrated injected and/or overlaid advertising in any possible place imaginable! Case in point, NBC will start to digitally insert commercial billboards into advertising content to be broadcast during the winter Olympics in essence a commercial within a commercial.

Marketing messages and processes must be condensed, hard–hitting and presented in formats that are easy to understand and digest not MBA–speak or techno–jargon. Long mission statements with flowery prose simply dont cut it in todays distracted economy customers/clients/partners want to understand what products and services your selling, at what price and how they are supported.

A one–page company Facts sheet is an essential component of any marketing campaign it provides a snapshot of essentials about your company including markets addressed, contact points, core technology, products or services sold and business partners. A well–written Fact sheet should be one page and provide just baseline information, without any hyperbole.

Power Point presentations by their very nature force you to distill your information down into bullets and short sentences. Enabling you to make a presentation in a meeting, or have content ready for viewing on a 24/7 basis via your web site. You can create several iterations of the presentation which can be tailored for customers, partners, investors, etc. mixing and matching your core 8–12 slides with others that speak to different audiences.

Ive written several articles on web–enabled marketing and the need for simplicity when designing a web site, with content that is tailored for the online community. Many companies are still spending way too much money on web sites that dont effectively work as an information resource unfortunately, many of these sites function more as a testament to the designers ability to use cutting edge software graphics tools.

## Marketing to Today's Distracted Consumer

A great number of web sites still utilize text that is just pulled from other marcom materials, ignoring rules of the road for content on the web the online community wants information presented in short paragraphs comprised of 2–3 sentences, with lots of white space.

A good web site should act solely as an appetizer for a four–course meal whetting the appetites of the viewers and motivating them to take some action that moves them forward in the marketing process such as contacting the company or registering via the web site for more information.

Speaking of web site registration this too should be optimized for today's information overloaded customer. Only basic requirements should be requested (name, contact points, interest level) with a Privacy Statement linked via the registration page clearly stating your marketing policy; which by the way, you should adhere to without any deviation, or risk the wrath of your customers.

Opt–in e–mail has now become today's marketing methodology du jour it works and its cost effective. Approximately 50% of opt–in e–mail content is done in HTML (graphics inserted) format and the other 50% in text format. We strongly recommend text format to most of our B2B (business to business) clients and we utilize a standard format that has generated 8–25% response rates from numerous campaigns we've created.

We structure the e–mail message so it is in three short paragraphs, with customer referenceability built in to the message and we utilize at least 10% of the media buy to test 2–3 different messages. The subject line is one of the most critical elements it has to get the recipients attention and cut through the clutter of hundreds (typically) of other messages they will be receiving during a 24–hour period.

So, the executive summary for this article can be summarized succinctly the most precious commodity in business today is attention getting someones attention and then keeping it is directly proportional to how you structure your marketing messages.

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### **The Trust Issue in Marketing**

**By Darrin F. Coe, MA**

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The Trust Issue in Marketing  
by Darrin F. Coe, MA

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One of the prime motivating factors in the purchase decision making process is "trust". A consumer will at some point for however long or short of a time, ask the question, "Can I trust this company/person/product?"

In today's ever-changing world of marketing, electronic media, email, and advertising innovations and intrusions, companies, and businesses are marketing to an ever increasingly suspicious consumer, who is conflicted between their desire not to be "sold" to and their desire to consume. They are looking for ways to establish believability, credibility, and trust.

According to a paper by the Peppers and Rogers Group (2004), 36% of major U.S. corporations view privacy as an important part of the company's brand image.

It is my belief based on consumer thinking that one way to develop a competitive edge in the marketing world is to place greater emphasis on tying privacy policy to brand. This strategy places a direct link between trust and purchase while developing the beginnings of long-term relationship.

I suggest highlighting your privacy policy in all your marketing in a way that makes privacy, trust, and your brand synonymous. Let the consumer know that here is a business that will respect your privacy. Let them know that your communication with them will be relevant to their consumer needs. And you can let them know that information they share with your business will be used to better meet their needs and will not, knowingly be used against them, sold, or given to third parties.

It might even be smart to develop a short marketing campaign that focuses on your commitment to your customer's privacy, instead of simply stating that you have a privacy policy or stating your policy in unreadable font at the bottom of your literature.

About 50 % of consumers today have little more knowledge than brand or product recognition and have little desire to acquire extra information about a brand or product, so it behooves the marketing community to link recognition of their brand to trust, safety, and advocacy. Instead of selling to consumers, target your marketing to help them believe that you are making them safer and more secure by purchasing your brand and then back it up!

Darrin F. Coe, MA is a mental health professional, a weekly columnist, and the author of "micro loans: finance your dreams available at <http://dcoe1.tripod.com/microfinance>. Contact him at [coe@ris.net](mailto:coe@ris.net) or <http://dcoe1.tripod.com>

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